

# HEAD OF OUTREACH

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## Job description and person specification

*UNA-UK is looking for a Head of Outreach to inspire, engage and grow our community. Reporting to the Chief Operating Officer and Chief Executive Officer, the postholder will work closely with our team and Board, as well as our 30,000 members and supporters, 100+ community and youth groups, and many civil society partners spread across the world.*

*This is a full-time post based in part at our offices in central London (Whitehall Court). Salary up to £45k, with a 7% pension contribution to the organisation's pension scheme.*

*This role is a fixed-term position for one year, subject to a probationary period of 3 months.*

*We are currently trialling a 4-day work week with extended hours Monday to Thursday. The number of contracted hours is 35 hours per week. We operate a flexible working policy which includes one mandatory in-office day on Tuesdays with a flexible second in-office day, and work from home arrangements for the other two days per week.*

## About UNA-UK

The United Nations Association – UK (UNA-UK) is the only charity in the UK devoted to building support for an effective UN.

Through research and analysis, we build understanding of the global system and the risks it must address - from the climate emergency to security threats, soaring inequalities, human rights violations, humanitarian crises and disruptive technologies. By convening experts and practitioners, we help to develop solutions. By engaging politicians and policymakers, we support implementation. And by galvanising our network of 30,000 members, 100+ local groups and global civil society partners we create pressure and momentum for change.

Our current 2021-2024 Strategic Plan focuses on three programmes:

- **The future we want** – through outreach and communications, we will engage and empower people in the UK and beyond to build a better future for all
- **The UN we need** – through research and campaigns, we will generate momentum to make our global institutions more able to achieve this vision, and more open, inclusive and accountable to the people they serve
- **The UK's role** – through advocacy and engagement, we will encourage our country to lead by example, making the case for global solidarity and cooperation, at home and abroad, and backing it up with concrete actions

We are currently in the process of developing a new 2023 – 2026 Strategic Plan.

## About the post

We are looking for a dynamic, outgoing and imaginative Head of Outreach to inspire and engage people from all walks of life in our work; to nurture and expand our funding opportunities; and to engage our member, supporter and partner networks as a powerful global force for change. A natural networker with a flair for innovative outreach and experience with community engagement, the postholder will report to the COO and CEO and will manage relevant staff and volunteers as required.

## Key objectives

- To work with the CEO, Head of Campaigns, and Head of Policy in the planning and delivery of UNA-UK's strategic and outreach objectives
- To maximise grassroots engagement with UNA-UK campaigns to ensure delivery of campaign objectives
- To identify and build relationships with potential funders including trusts and foundations and identify creative opportunities to diversify income streams, including with individual donors
- To grow our UK membership and supporter base and global network of partners, with an aim to improve funding opportunities

- To ensure that our policy and campaigning work has a strong outreach element

## Key tasks

### Develop UNA-UK's profile, reach and support in the UK and internationally

- Lead engagement with our members, supporters, UNA groups and other stakeholders to increase their number, diversity, and rates of engagement
- Represent UNA-UK at external meetings and conferences and proactively seek opportunities to bring our messaging to new audiences
- Identify and build partnerships with groups and networks that share similar aims

### Nurture and develop stakeholder relationships

- Work with UNA-UK's Elected Trustees and support staff to improve membership and supporter engagement
- Identify and curate opportunities for collaboration with our stakeholders which support our objectives
- Work closely with staff to develop our outreach infrastructure and grassroots engagement strategy, including - as a priority - a review of our network database

### Identify new funding opportunities and cultivate funder relationships

- Alongside the CEO, audit and refine our giving-related engagement strategies with our members and supporters, including donations and legacies
- Identify and develop relationships with potential new funders and develop new and creative funding streams
- Oversee the management of UNA-UK's network database to improve engagement reporting and financial reporting

### Design UNA-UK's outreach programming

- Manage outreach activities for our campaigns and policy work
- Support where appropriate on the strategy and development of communications materials in relation to outreach activities and materials
- Support staff on measuring and reporting on the impact of outreach activities through our Transformational Index

## Person specification

PERSON	Essential	Desirable
<b>Knowledge and skills</b>		
Strong understanding of policy campaigning organisations and grassroots engagement	✓	
Good understanding of the United Nations system		✓
Excellent written and verbal communication skills	✓	
Excellent interpersonal skills and the ability to engage and build relationships	✓	
Excellent IT skills, including relational databases (preferably Salesforce)		✓
<b>Experience</b>		
At least 5 years' experience of relationship building with stakeholders	✓	
Proven record of supporting individuals and groups in taking campaign actions		✓
Experience of developing partnerships with NGOs, universities, private sector etc.		✓
Experience of public speaking in small and large settings	✓	
Experience of managing staff and/or volunteers	✓	

<b>Personal Attributes</b>		
Empathy with the vision and values of UNA-UK	✓	
Enthusiastic and outgoing, happy to network widely with partners	✓	
Self-starter and team player, comfortable working alone and with others	✓	
Ability to delegate, prioritise, multi-task and work under pressure	✓	
Willingness to work occasional evenings and weekends with time off in lieu		✓